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## **Wow Patrons and Enhance Profits with New Muffin Recipes from Pillsbury®**

**MINNEAPOLIS (July 27, 2011)** – Operators can wow patrons and create signature muffins with new recipe inspirations from Pillsbury®. The brand-new online *nxtbook*, now available at [http://www.nxtbook.com/nxtbooks/gm/pillsbury\\_muffinblitz](http://www.nxtbook.com/nxtbooks/gm/pillsbury_muffinblitz), is filled with creative and delicious muffin recipes, including topped muffins like Blueberry Streusel and Turtle, filled muffins such as Lemon Sunburst and Banana Nut, and even more creative ideas including muffin tops.

With top-selling flavors and crowd-pleasing variety, Pillsbury® muffins are an important menu staple throughout the day and remain the No. 1 selling frozen muffin batter among foodservice operators<sup>1</sup>. With Pillsbury Place & Bake® muffins and Pillsbury® TubeSet® muffins in multiple flavors and sizes for convenient use, operators can enjoy even more profitability and versatility from muffins on the menu.

Muffins are the No. 1 baked good at breakfast<sup>2</sup> and offer operators a great opportunity to increase sales of baked goods. As a matter of fact, muffins rank second only to cookies in terms of volume, profit and share – with total sales of \$1.3 billion<sup>3</sup>.

“Muffins are truly a must-have on any menu. As the leading breakfast baked good, muffins are as profitable as they are delicious. Pillsbury Place and Bake and TubeSet muffins are the easiest way to deliver fresh-baked taste and quality with a moist crème cake texture, and sweet, balanced aroma and flavor that patrons love,” said Michael Boull, associate channel manager, General Mills Foodservice.

Pillsbury® Place & Bake® muffins are the only freezer-to-oven muffin puck; with no thawing or measuring required, muffins move from freezer to sales in less than 30 minutes. With quality, convenience and versatility, Pillsbury® Place & Bake® muffins reduce labor time and costs, and are available in Banana Nut, Blueberry, Bran, Chocolate Chocolate Chip, Corn, Lemon Poppyseed, Whole Grain Apple Cinnamon and a variety pack.

In addition, Pillsbury® TubeSet® muffins, available in 19 indulgent flavors, save time and reduce waste for operators, decreasing thaw time by more than 75 percent over pails<sup>4</sup> while using 86 percent less plastic than 18-pound pails<sup>5</sup>. TubeSet® muffins also allow for customized muffins, filled muffins and quick breads.

For more information about the complete portfolio of Pillsbury® muffins, operators can contact their General Mills Foodservice sales representative or visit [www.generalmillsfoodservice.com](http://www.generalmillsfoodservice.com)

### **About General Mills Foodservice**

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios®, Yoplait® yogurt, Nature Valley® granola bars, Gold Medal® baking mixes, Pillsbury® biscuits and other sweet goods. The division generates more than \$1.8 billion in annual sales.

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1. "Foodservice Mix & Muffin Performance Monitor." Based on Operator Surveys conducted by Product Evaluations Incorporated, n=1,151, June-August 2009

2. No.1 Baked Good in the morning meal occasion. The NPD Group/CREST OnSite, October 2008

3. Baked Goods Operator A&U, Palmer and Palmer, February 2004

4. Thaw individual tube in refrigerator or cooler until soft (approximately 3 hours)

5. Based on comparison of TubeSet® plastic weight to 18-pound pails for equivalent muffin batter volume. Corrugate weight not included due to high recyclability.